

Coalition Building

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Collective impact

- Large scale system change requires collaboration from all players in the system
- This requires time, trust, communication, etc.



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Collective Impact



Complex, systems change requires leadership from various partners: state government leaders, funding agencies, schools, hospitals, the private sector, community organizer and more. This is where collective impact comes into play – as a method to engage partners from different sectors to solve the complex social problems of the day. [Collective impact](#) – an approach which brings together different sectors for a common agenda to solve large complex problems – can be applied to existing collaborative work to help facilitate cross-sector engagement to effectively implement their strategies to achieve their desired results. Collective impact is built upon five interconnected components that can produce strong alignment and lead to large scale results.

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Collective Impact*

The five components are:

- **Common agenda** – All participants share a vision for change that includes a common understanding of the problem and a joint approach to solving the problem through agreed-upon actions;
- **Shared measurement** – All participating organizations agree on the ways success will be measured and reported, with a short list of common indicators identified and used for learning and improvement;
- **Mutually reinforcing activities** – A diverse set of stakeholders, typically across sectors, coordinate a set of differentiated activities through a mutually reinforcing plan of action;
- **Continuous communication** – All players engage in frequent and structured open communication to build trust, assure mutual objectives, and create common motivation; and
- **Backbone support** – An independent, funded staff dedicated to the initiative provides ongoing support by guiding the initiative's vision and strategy, supporting aligned activities, establishing shared measurement practices, building public will, advancing policy, and mobilizing resources.

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Backbone Support*

“Creating and managing collective impact requires a separate organization with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations.”

- Value of backbone organizations [article](#)
- Sample [job descriptions](#) for Backbone Roles
- Backbone [Toolkit](#) – “Tools to help establish the infrastructure of a collective impact Backbone”
- “Funding the Backbone of Your Collective Impact Effort” [Presentation](#)

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Common Agenda*

“All participants have a shared vision for change including a common understanding of the problem and a joint approach to solving it through agreed upon actions.”

- Sample meeting [agendas](#) for the first 6 months of the collective impact initiative
- Sample [strategies](#) for pursuing a common agenda

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Shared Measurement*

“Collecting data and measuring results consistently across all participants ensures efforts remain aligned and participants hold each other accountable.”

- Better Data [Toolkit](#) – A tool to help partners in “identifying data needs, filling data gaps, and using data to influence real-time decision making”
- Implementing Shared Measurement [Webinar](#)

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Mutually Reinforcing Activities*

“Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.”

- Implementation Activity [Checklist](#) – A checklist of suggested activities to assist in the implementation of collective impact initiatives

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Continuous Communication*

“Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.”

- Example of [reporting progress](#) to the community from the Road Map Project
- Example of [communication resources](#) from Tackling Youth Substance Abuse

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Additional Information Available at the Collective Impact Forum website

1. Raising Awareness
2. Readiness to Engage
3. Capacity to use the Collective Impact Approach
4. Incorporating an Equity and Inclusion Lens
5. Evaluating Efforts and Impact
6. Sustaining Collective Impact

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Thank you!

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